



DEPARTMENT OF DEFENSE (DoD)

Visual Information Awards Program

STANDARD OPERATING PROCEDURE

**DEPARTMENT OF DEFENSE
VISUAL INFORMATION AWARDS PROGRAM
STANDARD OPERATING PROCEDURE
CONTEST YEAR 2004**

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I. Background

A. The Visual Information Awards Program (VIAP) is designed to recognize, reward and promote excellence among military photographers, videographers, journalists and graphic artists for their achievements in furthering the objectives of military photography, videography, and graphic arts as a command information and documentation medium within the military. This program operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)) and is administered by the Commandant of the Defense Information School (DINFOS), with cooperation from national and local professional organizations.

B. Encompassed in the VIAP are the Military Photographer of the Year Competition (MILPHOG), the Military Videographer of the Year Competition (MILVID), and the Military Graphic Artist of the Year Competition (MILGRAPH).

II. Eligibility

A. The VIAP competitions are open to Active Duty, Reserve, and National Guard enlisted personnel of the five Armed Services holding the MOS, NEC, or AFSC of photographer, journalist, photojournalist, videographer, graphic artist or equivalent. Members who leave the Armed Forces during the year may compete as long as the material submitted was completed in its entirety while on active duty or in a Reserve or National Guard status. Personnel assigned to the Coast Guard Auxiliary and the Civil Air Patrol are prohibited from competing, unless eligible under another category.

B. The Commandant, Defense Information School, or his/her designee, will address all questions concerning eligibility.

III. Contest Dates

A. Material entered for competition must have been produced between October 1, 2002 and December 31, 2003, and not have been judged previously. All entry packages must be received no later than **February 15, 2005** (see Section XIII for shipping and packaging instructions).

IV. Rules

A. All entrants must meet the eligibility requirements of Section II, Eligibility.

B. All entries must:

1. **Have been produced for military purposes as part of the entrant's official visual information duties AND;**
2. **Must conform to the ethical policies outlined in DoD Directive 5040.5 AND;**
3. **Must be approved for public release by an Installation Commanding Officer or other designated representative (e.g. Field Public Affairs Officer) AND;**

4. Must meet the requirements specified in Section III, Contest Dates.

5. Entries received that in the opinion of contest officials do not meet these criteria will be disqualified.

C. Each entry is limited to the work of one entrant who must have performed a majority of the work required to complete the entry.

D. Entries can only be submitted into one competition and can only be submitted into one category of that competition (with the exception of entries submitted as part of a portfolio).

E. Work completed as part of a professional business enterprise cannot be submitted.

F. Entries must conform to all applicable DoD component and U.S. Coast Guard guidelines as well as all rules of this program and the individual competition submitted to, and must meet all category eligibility requirements. This includes caption, VIRIN and image specifications as set forth in DoDD 5040.2.

G. Additional rules pertaining to each competition are outlined in the applicable section of this document.

V. Judging

A. Judging will be conducted by photographic, videographic, and graphic arts professionals from local and national organizations.

B. Judging will take place at the Defense Information School (DINFOS) during the week of March 14-18, 2005. Exact judging dates and times will be posted on the DINFOS web page at <http://www.dinfos.osd.mil> after 1 February 2005. The judging is open to all DoD ID Card holders and guests who wish to attend.

C. Judges will evaluate entries on:

1. Storytelling ability,
2. Technical quality;
3. Originality;
4. Creativity.

VI. Awards

A. The Military Photographer of the Year, Military Videographer of the Year, and Military Graphic Artist of the Year will receive awards appropriate to their professional specialty. First-

place winners in each category of each competition will receive plaques and certificates; second-place, third-place, and honorable mention recipients in each category of each competition will receive certificates. All winners will receive congratulatory letters.

B. Judges will normally select only one first, second, and third-place winner in each category. The number of honorable mention winners (up to three) will be at the discretion of the judges. Where no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category.

C. Winning entries will be posted on the DINFOS Web site at <http://www.dinfos.osd.mil>. Winning MILPHOG entries will be placed on exhibit in the Pentagon display area of the OASD(PA). All entries remain the property of the Department of Defense.

VII. After Action. Following the judging, the Defense Information School will:

- A. Distribute a list of the winners.
- B. Provide plaques, certificates, and awards.
- C. Prepare congratulatory letters to all winners.
- D. Forward letters, plaques, and certificates to the command organization of each winner.
- E. Prepare and distribute a news release.

VIII. DoD Awards Presentation Ceremony

A. In coordination with the DoD components and the U.S. Coast Guard, the Defense Information School will invite the Military Photographer of the Year, the Military Videographer of the Year, the Military Graphic Artist of the Year, and the first-place winners of all categories to receive their awards at a formal ceremony.

B. Travel funding to attend the ceremony will be provided by the Defense Information School for the Military Photographer of the Year, the Military Videographer of the Year, and the Military Graphic Artist of the Year.

C. Awards and letters for all other winners will be sent via their command organization.

IX. Points of Contact

A. Questions regarding these instructions can be addressed to the following personnel:

LCDR Jeff Elliott, USN, Competitions Coordinator - elliottj@dinfos.osd.mil.

MSgt Lisa Hennessey, USAF, Assisant Competitions Coordinator -
hennesseyl@dinfos.osd.mil.

MILPHOG Coordinator - milphog@dinfos.osd.mil.

MILVID Coordinator - milvid@dinfos.osd.mil.

MILGRAPH Coordinator - milgraph@dinfos.osd.mil.

X. MILPHOG Rules and Categories

A. Additional Rules pertinent to MILPHOG

1. Each entry must be named in accordance with Section XVI, File Naming, and contain the IPTC information outlined in Section XV, Electronic Image Specifications. All captions will be written according to the guidelines set forth in Section XVIII, Captions and Cover Stories.

2. Color or black and white entries are acceptable in all categories. Further guidance as to size, resolution and file format may be found in Section XV, Electronic Image Specifications.

3. Each entrant can submit no more than 20 entries. Note that each picture story submitted counts as one entry.

B. MILPHOG Categories: The following nine categories are established for the MILPHOG Competition.

1. **Combat Documentation:** Depicts the U.S. military's participation in a Joint or Service exercise, contingency operation or real world event.

2. **Picture Story:** Series of pictures that reveal a storyline or a single theme. Specifications as to how to submit the Picture Story are found in Section XV, Electronic Image Specifications.

3. **News:** Scheduled or unscheduled news event.

4. **Feature:** Storytelling picture not news-related; usually a found situation that has strong human interest or a fresh view of a commonplace occurrence.

5. **Portrait/Personality:** Picture that identifies and captures a subject's character.

6. **Illustrative Photography:** Photograph that may use creative manipulation to illustrate a pre-conceived idea.

7. **Pictorial:** Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics.

8. **Sports:** Photograph of sports participation or of a sports-related activity.

9. **Military Photographer of the Year** (portfolio): A portfolio entry may consist of no more than 10 entries, with at least one entry in the Combat Documentation category, one in the Picture Story category, and at least one entry in four of the remaining six categories. No more than two picture stories may be included. All entries in the portfolio will be judged in their respective categories and count towards the maximum of 20 entries per entrant limit.

XI. MILVID Rules and Categories

A. Additional Rules pertinent to MILVID

1. All cover stories will be written according to the guidelines set forth in Section XVIII, Captions and Cover Stories. Individual shot descriptions are not required.

2. Entrants may compete in all six categories unless otherwise noted. Except for the Military Videographer of the Year (MVOY) category, the same clip may not be entered in more than one category. No more than 12 entries are allowed per entrant. No more than three entries are allowed per category except in the MVOY category where only one entry may be submitted.

3. One hundred percent of the entry must have been shot and edited by the entrant. Exceptions can be found in the category descriptions. In general, material may be re-edited to meet MILPHOG parameters according to the category - e.g. time and sound requirements, music clearances, etc.

4. Natural sound, and if needed, an interview with identified participant for voice-over, may be used. Appropriate non-digital effects, fades, or wipes will be allowed in all entries. Reporter stand-ups or narration are not allowed except in Feature Story entries. Music is allowed except in the Combat Documentary category. Music videos are not permitted except in the Editing category.

5. Each entry, except for those entered in the Feature Story category, must not exceed four minutes, excluding titles before first scene. Feature Story entries must not exceed five minutes in length. The run time of each entry must be listed on a label attached to the videotape.

6. Entries will be submitted on Betacam, MiniDV, or DVC-Pro media.

7. Titles, which may be applied in the field, and use of fade-in and fade-out of the titles, are permitted for all categories.

8. A video entrant's submissions may be placed on a single tape. Entrants must submit their own tape. Each tape will have 30 seconds of Bars and Tone (if available) at beginning of tape.

9. All entries will have the following leader:

- a. 10 seconds of Slate (name, organization, video title and category)
- b. 5 seconds Black (no countdown)
- c. Video Entry (no credits)
- d. 5 seconds Black (at end)
- e. If more than one entry is being submitted, go back to step a and continue.
- f. MVOY entries are considered to be one entry and should be formatted as follows:
 - i. 10 seconds of Slate (name, organization, project title and category)
 - ii. 5 seconds Black (no countdown)
 - iii. Entry One (no credits)
 - iv. 5 seconds Black
 - v. Entry Two (no credits)
 - vi. 5 seconds Black (at end of 2nd clip).

10. Music must be cleared for public release. Source of all production music / audio effects must be identified on the Motion Media Caption Sheet (Attachment 2). Use of copyrighted music / audio effects without written permission is prohibited and will result in disqualification. **A copy of the written permission must accompany the entry.**

B. MILVID Categories: The following six categories are established for the MILVID Competition.

1. **Combat Documentary:** A story composed of primarily uncontrolled activities, where the videographer controls less than 25% of the submitted footage, that depicts the U.S. Military in connection with a joint or Service exercise, contingency operation, or real-world, combat-oriented event.

2. **Documentary:** A story composed of primarily uncontrolled activities, where the videographer controls less than 25% of the submitted footage, that depicts any aspect of the military mission that do not qualify for the Combat Documentary category.

3. **Field Production:** A story put together based on a preconceived concept or idea that depicts any aspect of the military mission where a majority of the action being shot is controlled by the videographer. Entries are typically scripted or storyboarded before shooting.

4. **Editing:** The Editing category is designed to recognize the talents and achievements of the entrant in editing a clip depicting any aspect of the military mission. Post-Production techniques such as narration, interviews, music, dissolves, wipes, split screens, slow motion, and computer graphic displays are encouraged in this category.

Footage used for this clip may or may not be the work of the individual submitting the entry. Up to 100 percent of the entry may be military-generated archival stock footage. Up to 30 seconds of the clip may be non-military historical/archival stock footage, if critical to the story.

5. **Feature Story:** A story that depicts any aspect of the military mission where the entrant has contributed at least 50 percent of the footage with the remainder coming from any

other, non-copy written source. The entrant must have performed 100 percent of the editing. A reporter stand-up may be used for voice-over, but if a tag is used and the reporter is the entrant, the tag must be removed. All news anchor intro and out tags must also be removed.

6. **Military Videographer of the Year (MVOY):** The winner of this category is recognized as the Military Videographer of the Year. **The Competition Staff will not assemble the MVOY submission.** The specifications for entries in this category are as follows:

- a. The MVOY entry is composed of two entries:
 - i. One entry from either the Combat Documentary or Documentary categories;
 - ii. One entry from the Field Production category.
- b. All individual category rules apply.

XII. MILGRAPH Rules and Categories

A. Additional Rules pertinent to MILGRAPH

1. For entries in the Illustration, Fine Art, Digital Art and Animation categories, the entrant must have created one hundred percent of the entry and cannot reproduce another's work.

2. Work that is a complete entry in one category can be submitted in two or more categories if that work is less than 50% of the design of the additional entries. For instance, taking a Fine Art entry and adding a line of text to it and submitting it as a Layout and Design entry is not permitted.

3. There is no maximum number of pages, slides or time length to any entry, but entrants should understand that large entries might not be viewed in their entirety by the judges.

4. Each entrant may submit no more than 10 entries.

5. Each entry must contain a Graphic Arts Caption Sheet (Attachment 3).

6. All digital entries, with the exception of Web Design, must be named in accordance with Section XVI, File Naming.

7. Digital entries may be submitted on standard 3.5" floppy disk, Zip disk, Jaz disk, CD or DVD. Multiple entries may be submitted on one disk, but care should be taken to ensure that the competition staff can distinguish between entries.

8. Entries submitted in the Illustration, Fine Art, Digital Art, and Layout and Design categories must be submitted as JPEG files in accordance with the procedures specified in Section XV, Electronic Image Specifications. Illustration and Fine Art entries that have been edited using digital means will be disqualified.

B. MILGRAPH Categories:

1. **Illustration:** Two-dimensional work created by any free hand method utilizing dry-based mediums. Artwork accepted in this category includes line art, cartooning, and sketching (including field sketches). The primary mediums used to create artwork in this category are pencil, charcoal, chalk, etc. Ink is considered a dry-based medium unless applied using a wash technique.

2. **Fine Art:** Two-dimensional work created by any free hand method utilizing wet-based mediums. The primary mediums used to create artwork in this category are watercolor, oil paint, pastels, airbrush, etc.

3. **Digital Art:** Artwork created entirely by digital means. Examples of artwork accepted in this category include shields, crests, paintings, etc.

4. **Web Design:** Computer-generated, self-contained web design with a minimum of five linked HTML documents. Layout, design, and flow are important aspects that will be reviewed during judging.

The first web page (home page) must be named **index.html** and must be located in the root folder of the web site. Failure to properly name and locate the home page will disqualify the entry. Entries must be viewable in the current Windows version of Microsoft Internet Explorer with the base font load.

5. **Animation:** This category contains self-playing movies of computer-generated animation. Animation category entries must be submitted in one of the following formats: MPEG, AVI, QuickTime, Shockwave or Flash.

6. **Publication:** This category consists of books, handbooks, newsletters, programs, etc. involving multiple page layouts incorporating text, graphics and photos. Entries must consist of a minimum of four pages. All entries in the publication category must be submitted as PDF files. When distilling the Portable Document File (PDF), down sample all images to 72dpi for exporting and viewing at screen resolution. Select the compression ratio for JPEG high quality. Convert CMYK Images to RGB.

7. **Multimedia:** An interactive product using elements of multiple mediums. All Multimedia category entries must be submitted in one of the following formats: Flash, Shockwave, PowerPoint, or PDF

8. **Layout and Design:** A single page layout created using elements from various sources. All layout and design work must be completed by the entrant, but elements can come from other sources. Entries in this category include flyers, certificates, CD covers, cover art, posters, etc. Entries must be submitted as a JPEG file.

9. **Military Graphic Artist of the Year (portfolio):** Candidates for the Military Graphic Artist of the Year (portfolio) must submit no less than six and no more than eight entries from at least five of the eight competition categories. No more than three entries can be submitted from any one category.

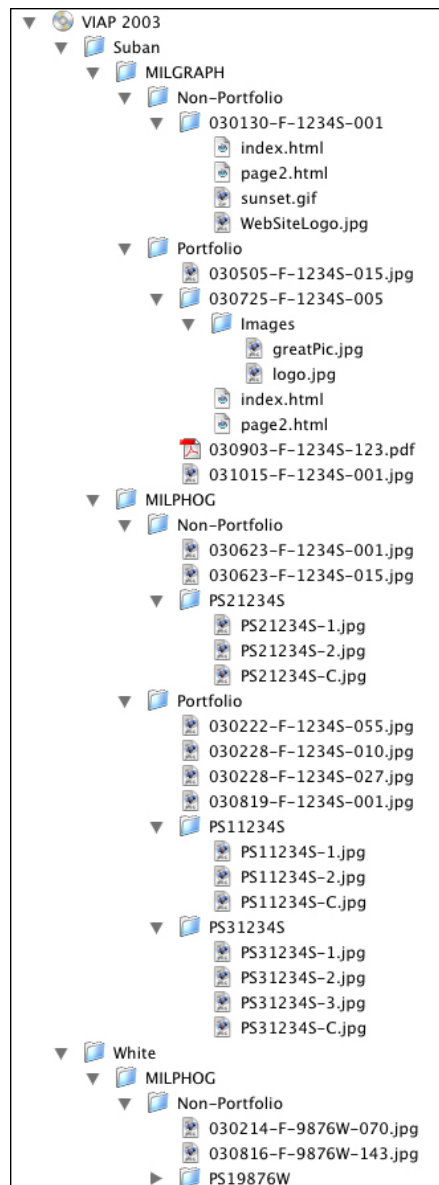
XIII. Packaging / Shipping Entries

A. Each entrant must submit an Entrant Data Form (Attachment 1). Only one Entrant Data Form is required for each entrant. Each Video entry must contain a Motion Media Caption Sheet (Attachment 2). Each Graphic Art entry must contain a Graphic Arts Caption Sheet (Attachment 3) unless the information has been included inside of the file in accordance with Section XV, Electronic Image Specifications. Entry packages must be received no later than **February 14, 2005** and must be mailed prepaid. Indicate on the outside of the package if the submission is for MILPHOG, MILVID, or MILGRAPH. Multiple entries may be shipped together as long as the material for each entrant is clearly separated.

1. Video entries shall be submitted according to Section XI, MILVID Rules and Categories, Subsection A, Additional Rules pertinent to MILVID.

2. Digital entries should be saved onto a CD-ROM. The format of the CD-ROM must be ISO9660 compliant. DVD, Zip (100 and 250 MB) and Jaz (1 and 2 GB) disks will also be accepted. **Note: Media will not be returned.**

- a. The organization of the disk should be as follows:
 - i. A folder for each entrant submitting entries to a competition named the entrant's last name.
 - ii. For each entrant, a folder for each competition the entrant is entering.
 - iii. For each competition, a folder named Portfolio, consisting of all entries to be judged in the Portfolio category of the applicable competition. Entries entered as part of a Portfolio will automatically be distributed to their individual categories. DO NOT submit an entry into both the Portfolio and Non-Portfolio folders.
 - iv. For each competition, a folder named Non-Portfolio, consisting of all entries that are not part of the entrant's portfolio.
 - v. Picture Stories must be submitted in accordance with Section XVI, File Naming, Subsection B, File Naming for Picture Stories. The Picture Story folder shall be placed into either the Portfolio or Non-Portfolio folder, which ever is applicable.
 - vi. Other entries consisting of multiple files, such as web design or multimedia entries will be submitted in accordance with Section XVI, File Naming, Subsection C, File Naming for Multiple File Entries. The completed folder shall be placed into either the Portfolio or Non-Portfolio folder, which ever is applicable.
 - vii. Following is an example of what the directory structure of the disk should look like:



B. Entrants also have the opportunity to register for and submit entries to the competitions via the World Wide Web. Instructions for registering for the competitions and submitting entries are included in Section XIV, Submitting Entries via WWW. All entries submitted in this manner must be submitted no later than **2359hrs, February 14, 2005**.

C. Complete mailing address to include 9-digit zip code and homeport/unit location is essential. Avoid nicknames and unit / activity acronyms that require interpretation. Locally reproduced forms are acceptable, as are word-processed equivalents. If PCS transfer is anticipated before March of the judging year, please include new address.

D. Entries mailed from APO's or FPO's, if using a franked government label, must be stamped 4TH CLASS MOM in order to be shipped by air to CONUS.

E. Entrants will be notified via email that their entry has been received and processed.

F. No entries or media will be returned.

G. Mail packages to:

Defense Information School
ATTN: Competitions Coordinator / (*Competition Name*)
6500 Mapes Road
Ft. George G. Meade, Maryland 20755-5620

XIV. Submitting Entries via WWW

A. Entrants may register for and submit entries via the World Wide Web for any of the VIAP competitions. Entrants must begin by filling out a registration form at <http://www.dinfos.osd.mil/mmes/>. Registration can only take place from within a .mil domain address. Once registered, entrants will be issued a username and password that can be used to access the entry system to submit entries, review and modify information about entries, and modify registration information.

B. Multiple file entries, such as those submitted to the Web Design or Multimedia categories of MILGRAPH, must be submitted in a compressed file format (either zip or stuffit archive). Accomplish this by first completing the steps set forth in Section XVI, File Naming, Subsection C, File Naming for Multiple File Entries, then use an application to compress the entire folder. Ensure that the name of the compressed file is the same as the VIRIN of the entry.

C. Entrants submitting video entries must still mail entries as prescribed in Section XIII, Packaging/Shipping Entries. Captions and cover stories for these entries may either accompany the entry using the Caption Sheets found in attachment 2 of this document or may be entered online using the entry system. Be sure to clearly annotate on the entry the VIRIN of the entry so the Competition Staff can process it properly.

D. Entrants using the system may only view and/or edit their own entries.

XV. Electronic Image Specifications

A. Portions of the information contained here have been extracted from the DoD Imagery and Caption Style Guide.

B. Inputting Caption and Entry Information into JPEG files

1. All caption and entry information for JPEG file submissions to any of the Visual Information Award Program competitions are to be entered into the IPTC header fields of

each file. Caption sheets are not required for any JPEG file submitted. To place the information into the IPTC header, use any of the following methods:

- a. Use the FILE INFO command of Adobe Photoshop
- b. Use the captioning capabilities of SCC MediaGrid
- c. Use the FILE INFO command of Nikon View 6
- d. Use the information button of Photo Mechanic

2. It is recommended that each entrant first get all images scanned, acquired, adjusted and saved before entering caption and entry information as this process will be much easier to do as a group, one right after another.

3. Descriptions of the different fields that need to be filled out are listed below. This instruction lists the various sections to be filled out as they appear in Adobe Photoshop 7.0. Following the descriptions is a chart that can be used to cross reference field names used in this instruction and other applications, including previous releases of Adobe Photoshop. Special care should be taken to ensure that entrants are inserting requested information into the correct fields, as field names may be different between applications.

a. General Page

i. Field: Title

A. Enter the Visual Information Record Identification Number (VIRIN).

NOTE: For Picture Story entries, only the composite image is required to have a VIRIN. Individual components of the layout do not need to have a VIRIN. See Section XVII, VIRIN Creation for further information.

ii. Field: Author

A. Enter the entrant's Name, Rank and Service (e.g. John A. Smith, TSgt, USAF).

iii. Field: Author's Position

A. The entrant's Home Unit

iv. Field: Caption

A. Enter the caption information as directed in Section XIII, Captions and Cover Stories.

v. Field: Caption Writer

A. Leave this field blank.

vi. Field: Job Name

A. Leave this field blank.

vii. Field: Copyright Status

A. Leave this field blank.

viii. Field: Copyright Notice

A. Leave this field blank.

ix. Field: Owner URL

A. Leave this field blank.

b. Keywords Page

- i. Field: Keywords
 - A. Single word entries. Please leave this blank under normal circumstances. However, when images show multi-Service subjects, please note the Services shown as individual keywords.
- c. Categories Page
 - i. Field: Category
 - A. Normally, this field would contain a code for the Service branch of the subjects of the image. For the purposes of this competition, enter the three-character category code found in Section XIX, Category Codes, using upper case letters.
 - B. Entries as part of a Portfolio will have their respective category codes used.
 - ii. Field: Supplemental Categories
 - A. Entrant's Home Unit Email and Phone Number.
 - B. Normally this field would contain Classification and Classification Authority information as well. All images submitted to any VIAP competition **must** be unclassified. **DO NOT** submit images that contain FOUO, Confidential, Secret or higher classifications.
 - d. Origin Page
 - i. Field: Date Created
 - A. The date the entry was created. This date must match the date in the VIRIN. The format is YYYYMMDD.
 - ii. Field: City
 - A. The base or locale of the shoot.
 - iii. Field: State/Province
 - A. The state or province of the shoot. Use two letter codes.
 - iv. Field: Country
 - A. The country or area of the shoot. Use three-letter code. For ocean areas enter the area, i.e. IOR (Indian Ocean Region), for aerals use either the country code for the country being flown over, or the ocean area code for the ocean being flown over.
 - v. Field: Credit
 - A. The unit the entrant was temporarily assigned to during the shoot (must be on official orders).
 - B. If not assigned, leave blank.
 - vi. Field: Source
 - A. The media used to create the entry, either Digital, Film, Drawn or Multiple are entered here (do not enter the film type or format).
 - vii. Field: Headline
 - A. Normally, this field would contain the name of the operation or exercise. For the purposes of this competition, this field will contain the Title of the entry as designated by the entrant.
 - viii. Field: Instructions
 - A. Enter the Name and Rank of the releasing authority (field Public Affairs Officer or Installation Commanding Officer).

ix. Field: Transmission Reference

A. Enter the Major Command of the unit portrayed. For example: Air Mobility Command or Atlantic Fleet or FORSCOM or EUCOM.

x. Field: Urgency

A. Leave marked as None

Adobe Photoshop 7.0	Adobe Photoshop 6.0	Media Grid	Photo Mechanic	Nikon View 6
Title	Object Name	VIRIN	VIRIN	Title
Author	Byline	PH Rank & Name	PH Rank/Name	Author
Author's Position	Byline Title	PH Home Unit	PH Home Unit	Author's Position
Caption	Caption	Caption	Caption	Caption
Caption Writer	Caption Writer	Caption Editor	Caption Editor	Caption Writer
Job Name				
Copyright Status				
Copyright Notice	Copyright			Copyright Notice
Owner URL	URL			
Keyword	Keywords	Keywords	Keywords	Keywords
Category	Category	Service Shown	Service Shown	Category
Supplemental Categories	Supplemental Categories	Supplemental Categories	Email/Phone	Supplemental Categories
Date Created	Date Created	Date Shot		Date Created
City	City	Base/Locale	Base/Locale	City
State/Province	Province-State	State/Prov.	State/Prov	State/Province
Country	Country Name	Cntry/Area	Country/Area	Country
Credit	Credit	PH TDY Unit	PH TDY	Credit
Source	Source	Image Source	Image Source	Source
Headline	Headline	Operation/Exercise Name	Operation/Exercise Name	Headline
Instructions	Special Instructions	Public Release Instructions	Public Release Instructions	Instructions
Transmission Reference	Original Transmission Reference	Command Shown	Command Shown	Transmission Reference
Urgency	Urgency		Urgency	Urgency

C. Scanning Specifications for Negative or Transparency Film

1. A sample image is posted on the DINFOS web site at www.dinfos.osd.mil/milphog/entryInfo/sample.jpg. Download this image and adjust your monitor so that this image renders accurate color, contrast and density. This image will be used as a guide to adjust the digital projection system used during the competition.
2. Scan images as RGB or Grayscale. Do not use CMYK.
3. The final image size should be 10 inches at the largest dimension at a resolution no higher than 300PPI. (All attempts should be made to scan at 300PPI, but do not resize the image in Adobe Photoshop in order to obtain this resolution.)
4. Save the image as a JPEG with a quality level of 10 (quality level of 8 if the scale is 0 to 10).
5. Follow the instructions in this section for entering entry and caption data.

D. Image Specifications for Digital Camera Originals

1. A sample image is posted on the DINFOS web site at www.dinfos.osd.mil/milphog/entryInfo/sample.jpg. Download this image and adjust your monitor so that this image renders accurate color, contrast and density. This image will be used as a guide to adjust the digital projection system used during the competition.
2. Submit digital entries at their original file size. When cropping, do not specify a size and resolution as this will change the number of pixels and the file size of the image.
3. Save the image as a JPEG with a quality level of 10 (quality level of 8 if the scale is 0 to 10).
4. Follow the instructions in this section for entering entry and caption data.

E. Image Specifications for Picture Story Entries

1. Each Picture Story submitted will consist of the following:
 - a. A traditional composite picture story layout that does not exceed 14x44 inches in size at a resolution of 72PPI. Do not submit the composite layout in high resolution.
 - b. Each image used in the layout. The individual images will be submitted in the sizes specified in the Scanning Specifications for Negative or Transparency Film and Image Specifications for Digital Camera Originals sections of this Section.
2. Name each file that is part of the Picture Story entry in accordance with the instructions outlined in Section XVI, File Naming.
3. **Every file** that is part of the Picture Story **will** have all of the IPTC information, including a caption, filled out according to Subsection B above. The same caption and title can be used for each image.

XVI. File Naming

A. File Naming for Single File Entries

1. All files entered into competition (with the exception of entries into the Picture Story category of MILPHOG, which are explained below, and the Web Design category of MILGRAPH) must be named as follows:
 - a. Enter the VIRIN of the entry (all entries submitted **MUST** have a VIRIN assigned). Please ensure that the VIRIN used in the file name matches the VIRIN placed in the IPTC Header (if used)(see Section XVI, Electronic Image Specifications).
 - b. Next, ensure that the proper extension is placed on the end of the file.

B. File Naming for Picture Stories

1. Each image will be named using the following criteria:

- a. Each file name will begin with PS#, where # is the number of the Picture Story (i.e. PS1, PS2, PS3, etc.).
- b. Next, the last 4 digits of the entrant's SSN, followed by the first character of the entrant's last name.
- c. A dash
- d. For the composite image, place a C. For the individual photographs, place a number identifying the location the image appears in the composite image starting with 1 on the left side counting images as they proceed down and to the right.
- e. The .jpg file extension.

2. The composite image and the individual images will be placed into a folder named PS1NNNNA, where NNNN is the last four digits of the entrant's SSN and A is the first character in the entrant's last name. The components of each subsequent Picture Story submitted will be saved in folders named PS2NNNNA, PS3NNNNA, etc.

3. Here is an example of how each Picture Story entry should appear:

PS16789W	(Folder Name)
PS16789W-C.jpg	(Composite Image)
PS16789W-1.jpg	(Components of the Composite Image)
PS16789W-2.jpg	
PS16789W-3.jpg	

C. File Naming for Multiple File Entries

1. Entries consisting of multiple files, such as web design or multimedia entries will be submitted by placing all files and subfolders into a folder that has the VIRIN of the entry as a name. The file that should be opened by the judges (with the exception of Web Design entries) will be named in accordance with Subsection A above. There is no file name requirement for any other file that is part of the entry.

XVII. VIRIN Creation

A. Portions of the information contained here has been extracted from the DoD Imagery and Caption Style Guide.

B. The format of a VIRIN is as follows: YYMMDD-S-NNNNA-XXX. Following is a description of each of the different VIRIN Fields:

1. Field 1 (YYMMDD): Date the entry was acquired or originated, in the year, month, and date format.
2. Field 2 (S): The service affiliation or status of the entrant. The abbreviations are:
 - A = Uniformed member or civilian employee of the Army
 - N = Uniformed member or civilian employee of the Navy
 - F = Uniformed member or civilian employee of the Air Force

M = Uniformed member or civilian employee of the Marine Corps
G = Uniformed member or civilian employee of the Coast Guard
D = Civilian employee of the Department of Defense not falling into one of the above categories

3. Field 3 (NNNNA): Last four digits of the entrant's SSN and the first initial of the entrant's last name.

4. Field 4 (XXX): Unit number in sequential order for work created on the day specified in Field 1. Numbering should follow the approximate order in which each unit of media was acquired or originated by the entrant on the day specified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. No two entries created on the same day should have the same values in this field.

XVIII. Captions and Cover Stories

A. Portions of the information contained in this attachment has been extracted from the DoD Imagery and Caption Style Guide.

B. Captions and Cover Stories should be written as prescribed below:

1. Action. The first sentence of the caption describes the action in the photo, in the present tense, and states when and where the photo was taken. If a person is the subject, include full name, rank, and unit of assignment (do not include hometowns).

a. Who. The "who" description should include name, rank, and military unit or organization of identifiable individuals (do not include hometowns).

b. What. The "what" description should include the name and nomenclature of any weaponry or equipment; the name and hull designator of any ship; the name and designator of any aircraft or missile; and the unit name and designator of any unit shown. The description should also include any special field gear (such as backpacks, nuclear-biological-chemical protective suits, or utility belts) that people are wearing or carrying. If the subject is a building, facility, fort or site, then include the name and appropriate designator. If unable to obtain information by inquiry, then record the relevant nomenclature plates, logos, signs, flags or other identifiers.

c. When. The "when" description should include the date and also approximate time if this is relevant to understanding the content of the entry.

d. Where. The "where" description should include the geographic name of the place. If an aerial shot, the "where" should state: "aerial shot of [subject] over [what geographic place or area]." If shot at sea, the "where" should indicate the body of water and some indication of where (such as "on board the USS Kennedy 200 miles NE of Norfolk" or 55°N 100°W). If an interior shot, the "where" should indicate what the scene is the interior of (such as "interior of C-141 cockpit" or "room 2C147 of the Pentagon").

e. How. The “how” description should include the significance of the actions, subjects, or events depicted unless it is otherwise obvious, i.e. how is the entry important? If the subjects are performing some action or activity, identify it.

f. Why. The “why” description should include the purpose of the operation or exercise that the entry documents.

2. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.

3. For the purposes of this competition, **do not** include a credit line or any other information that might identify the entrant. Further, do not repeat information gathered elsewhere in the IPTC header information, if used.

4. The following are examples of proper captions:

a. An F-14B Tomcat from Fighter Squadron 102 (VF-102) soars in the skies over Iraq, Jan. 30, 1998. VF-102 is attached to the nuclear powered aircraft carrier USS George Washington (CVN 73), which is currently conducting operations in the Persian Gulf during a six-month deployment in support of Operation Southern Watch.

b. Maj. Frank Cavuoti (left), U.S. Air Force, and Capt. Mike Ouellette, U.S. Air Force, plan their sortie for exercise Global Guardian. The two B-2 Spirit stealth bomber pilots are in an area know as the Vault, a secure underground mission planning facility at Whiteman Air Force Base, where B-2 crews receive all their mission data and plan how they will complete their tasking. Cavuoti and Ouellette are attached to the 394th Bomb Squadron, 509th Bomb Wing at Whiteman.

c. Two F-16 Fighting Falcons dual in the skies over Range 65 of the Nellis Air Force Base Bomb Range during a Red Flag Exercise in this animation sequence used during the indoctrination presented to Red Flag attendees. Each year, military personnel from throughout the world come to Nellis AFB, Nevada for a two-week period to participate in this combat aircrew training event.

XIX. Category Codes

A. The following abbreviations should be used to designate the category in which an entry should be entered. Failure to use the correct code could result in an entry being placed into the wrong category.

B. MILPHOG

1. COM - Combat Documentation
2. NEW - News
3. FEA - Feature
4. POR - Portrait / Personality
5. ILL - Illustrative

6. PIC - Pictorial
7. SPO - Sports
8. PST - Picture Story
9. PSC - Picture Story Component

C. MILVID

1. COM - Combat Documentary
2. DOC - Documentary
3. EDI - Editing
4. FPR - Field Production
5. FEM - Feature Story
6. MVY - Military Videographer of the Year

D. MILGRAPH

1. ANI - Animation
2. DIG - Digital Art
3. FIA - Fine Art
4. ILN - Illustration
5. LDE - Layout and Design
6. MUL - Multimedia
7. PUB - Publications
8. WEB - Web Design

VISUAL INFORMATION AWARDS PROGRAM
ENTRANT DATA FORM
Contest Year 2003

Competition(s) Entered: ☐MILPHOG ☐MILVID ☐MILGRAPH

Name: _____ Rank/Grade: _____

Last 4 Digits of SSN: _____ Gender: ☐Male ☐Female

Branch of Service: ☐USA ☐USN ☐USMC ☐USAF ☐USCG ☐DOD

Status: ☐Active Duty ☐National Guard ☐Reserve ☐Civilian

MOS/NEC/AFSC: _____

USN and Coast Guard Only: Rate: ☐PH ☐JO ☐PA ☐DM ☐LI ☐Other _____

Organization *: _____

Address 1: _____

Address 2: _____

City / APO / FPO: _____ State: _____ Zip-Code: _____

Phone Number: DSN: _____ Commercial: _____

E-mail address **: _____

I certify that all materials submitted with this entry form are the sole work of the applicant and are unclassified and releasable through the Department of Defense for public exhibition. Entries were accomplished between 1 October 2002 and 31 December 2003. I further certify that all entries submitted meet the criteria established in DoD Directive 5040.5, Alteration of Official DoD Imagery. If I was in a Reserve or National Guard component, I occupied a validated position and all imagery submitted was accomplished while assigned to an active duty unit, or during annual training.

Signature of Applicant (**MUST BE SIGNED**)

*If PCS is anticipated prior to competition judging, please include new unit address.

** Any e-mail address where we can contact you.

**VISUAL INFORMATION AWARDS PROGRAM
MOTION MEDIA CAPTION SHEET**

Name of Entrant: _____

Category: ☐ Combat Documentary
 ☐ Documentary
 ☐ Editing
 ☐ Field Production
 ☐ Feature Story
 ☐ MVOY

Title (as appears on video slate): _____

VIRIN: _____ Run Time: _____

Is any content in the entry classified (if Yes, the entry cannot be submitted)? ☐ Yes ☐ No

Source of music (if any): _____

Does the entry contain copy written material (e.g. music, clips, etc.)? ☐ Yes ☐ No (if Yes, attach written authorization to this sheet)

Cover Story (not required for MVOY submission)(Do not include shot by shot descriptions): _____

VISUAL INFORMATION AWARDS PROGRAM GRAPHIC ARTS CAPTION SHEET

Name of Entrant: _____

Category: ☐ Animation
 ☐ Digital Art
 ☐ Fine Art
 ☐ Illustration
 ☐ Layout and Design
 ☐ Multimedia
 ☐ Publications
 ☐ Web Design

Is this entry part of the Entrants Portfolio? ☐ Yes ☐ No

Title: _____

VIRIN: _____

Is any content in the entry classified (if Yes, the entry cannot be submitted)? ☐ Yes ☐ No

Does the entry contain copy written material (e.g. music, clips, etc.)? ☐ Yes ☐ No (if Yes, attach written authorization to this sheet)

Caption: _____

